



Embassy of the United States of America

Tokyo, Japan

July 8, 2021

First Set of Questions and Answers

Request for Quotations No. 19JA80-21-Q-0720

Update/Refresh Services for Digital Outreach and Logo Design

Question 1:

Are bidders required to be physically present in Japan?

Answer 1:

No, that is not included in the SOW as a requirement. However, the ATO is in Japan, so any meetings would preferably be scheduled for Japan time.

Question 2:

Can proposals include product licensing costs?

Answer 2:

If a proposal includes a recommendation for use of software, and will require budget for licensing fees, ideally that cost would be wrapped up in the overall proposal budget.

Question 3:

Phase II (Technical Design and Platforms Development)

- What exactly is meant by "Platform Development"? Would this include a new platform created /coded from scratch, or is there a preference that we make recommendations using existing platforms?

- Or are you simply using the less technical meaning for the word "Platform" to mean more like a method to communicate the ideas and information?

Answer 3:

Platform in this case is the less technical meaning, a method to communicate ideas and information. We are looking for a recommendation for how the ATO and our cooperators can effectively communicate messaging about U.S. food culture, ingredients, etc to Japanese consumers. For example, one recommendation could be that ATO should launch an Instagram account, in which case the contractor would create that social media platform under the contract. Or another example, a recommendation to revive the MyFoodbyLisa Twitter account. (examples only)

Question 4:

Part 8. Develop platform and drive presence

- Identify and then create social media platform presence
- We are assuming that this means "Setting up the accounts and using key visuals to create a presence on various Social Media Platforms", and we would then populate it largely with existing content taken from other cooperator platforms. Is that correct?

Answer 4:

Yes, correct.

Question 5:

Is the only original content creation in this project conceived as logo design? There are usually background images, profile images, etc. for social media - would the creation of those be part of the "create a presence" mandate?

Answer 5:

The only 100% original content creation specified in the SOW is for the logo, yes. However, ATO and our partners will provide content that must be edited / reformatted to be in the same voice and have consistent visual appeal. In addition, if a bidder has an idea to propose/develop new content creation for use as part of this project they should feel free to propose it.

Question 6:

Part 9. User management

- Develop tools/resources to monitor and engage with both influencers and audiences, measure participation, benefit, and value.
- Is it possible to propose a solution that makes use of the broad selection of existing services and tools to cover engagement and do measuring and analysis or are you looking for the development of original tools?

Answer 6:

Yes, absolutely. No need to reinvent the wheel.

Question 7:

This is similar to the above about "Platform Development" ... do you mean technical development of proprietary systems or are you simply using the more generic meaning of the word develop to mean to create or put together?

Answer 7:

We are using the more generic meaning.

Question 8:

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(2) Evidence that the quoter operates an established business with a permanent address and telephone listing

(5) Evidence that the quoter can provide the necessary personnel, equipment, and financial resources needed to perform the work;

What evidence will be needed?

Answer 8:

(2) evidence may include a website that also lists the business address and telephone

(5) a statement to that effect, and examples of previous similar work could serve as evidence.

Question 9:

We believe that no specific license is required for this project, in which case,

am I correct in assuming that no specific submission is required?

Answer 9:

If no specific license is required, then yes, you do not need to provide any.

Question 10:

2) About Planning

We would like to confirm just in case, when we plan the planning, we set KPIs at the beginning and then create a budget based on advertising costs and the number of times influencers are used?

Answer 10:

If using paid advertising and influencers is part of your recommendation for the project, then yes, you would want to build your budget around that.

Question 11:

1) About contract

I have already obtained a DUNS number, but should I go ahead and register with SAM?

Answer 11:

Yes, please go ahead and register with SAM.

Question 12:

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(1) If the listed end products are considered to be not applicable, is it correct not to describe the column in (1)?

Answer 12:

If the listed end products are not applicable, you may leave them blank.

Question 13:

P42

- We understand that we have chosen (2), but with regard to (2)-(iii), there is a fine line between exceeding 20% and not. In that case which should I choose?
- Is there anything else I need to submit regarding our working hours?

Answer 13:

You may choose that best fits your current status.

No, you don't need to submit anything regarding your working hours.

Question 14:

P50

As per (d) (1), we are Japanese company, can we choose "is not foreign person"?

Answer 14:

This clause/provision is required for completion if the offered price expects to exceed \$250,000 or its equivalent in Japanese Yen.

It is written on RFQ, however, we would like to emphasize:

We do want to emphasize that the goal is to develop and execute a strategy for digital outreach/engagement with Japanese consumers, so it goes without saying (we hope) that all content needs to be in Japanese, and tailored to a Japanese audience. While the companies need to have good English language skills for our ATO meetings and engagement with us, the successful bidder should also have someone on staff with strong Japanese language skills to edit existing content.

-End of First Set of Questions and Answers-